

# How Transportation and Logistics Companies Grow Pipeline and Reduce Ramp Time with Ambition



## Introduction

From global technology manufacturers to transportation leaders and freight brokerages, leaders of large, high-volume revenue teams are under pressure to increase productivity, reduce ramp times, and maintain high morale across the salesforce.

To achieve these outcomes, top industrial and logistics companies turn to Ambition to help revenue leaders drive accountability, recognition, behavior change, and sustainable growth.

For major companies like FedEx, GlobalTranz, Ryder, and FitzMark, Ambition has unified performance data, clarified expectations, and energized sales cultures through structured coaching and gamified motivation.

Read how Ambition has helped these organizations solve core challenges and unlock revenue-impacting performance.

Ambition is proud to serve



## Key challenges

We hear from leaders in transportation and logistics sales organizations that they're facing day-to-day challenges like:

- Proactively identifying performance gaps is difficult due to low visibility into rep activity and progress toward goals
- Creating competitions is manual and time-consuming, and rep recognition is inconsistent
- Onboarding is slow, ramp times are long, and coaching quality varies
- Data lacks integrity and reliability due to inaccurate or delayed activity logging

Each of these bottlenecks slows growth and makes it difficult for teams to scale effectively. In turn this means less predictable pipeline, inefficient rep productivity, higher acquisition and onboarding costs, and reduced confidence in the data needed to make investments that reliably drive growth.

# Success by the numbers

Sales organizations using Ambition in manufacturing, engineering, and logistics environments see measurable outcomes such as:

**32% time savings** per 1:1 session (~34 minutes saved). Equals ~66 annual hours returned or 11 hours/month per manager

**FedEx**

**33% faster rep ramp time**, reducing onboarding from 6 months to 4

**Ryder**  
Ever better.™

**Attrition reduced from 15% to 12%**, resulting in cost avoidance of backfilling/training ~180 sellers per year

**FedEx**

These gains represent a blend of productivity, high-performance culture, and operational efficiency that industrial organizations often struggle to achieve with traditional CRM-only workflows.

## How Ambition reduces ramp time, strengthens reporting, and energizes revenue teams

### 1. Performance visibility

Ambition gives transportation and logistics leaders a single source of truth for performance, making rep activity, pacing, and goal progress transparent across the team.

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*“Not only can I see how everyone is pacing for the day, but everyone on the floor can see it as well. So if I see that a rep is slacking a little bit I can see who I need to focus on, who needs a little bit more coaching and training, and where my time is best spent.”*

— **Kim Hughes, Operations Manager, GlobalTranz**

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Companies looking for these outcomes use Ambition for:

- Live leaderboards on TVs across sales floors to motivate reps and track activity throughout the day
- Custom KPI scorecards that define exactly what a successful day, week, or month looks like
- Real-time progress snapshots that keep reps accountable and help managers intervene quickly

This visibility helps leaders reinforce expectations and turn ambiguous goals into concrete, achievable action plans.

## 2. Reduced ramp time, stronger rep development, and greater retention

In a high-volume sales environment, new reps need to get up and running as quickly as possible. Ambition helps managers define clear goals, coach consistently, and instill repeatable, revenue-driving habits in reps from day one. Ambition helps frontline managers:

- Standardize onboarding, coaching, and development across managers
- Set clear expectations for reps from their very first day, and track progress toward goals
- Recognize wins and reinforce positive behaviors no matter how large or small
- Outline a clear, metrics-driven path for reps to reach the next step in their career journey

“We can evaluate teams based on our activity scores and objectives scores inside Ambition. So now instead of just knowing one team is doing better than another, we know exactly what they're doing better from an objectives standpoint. We can see exactly what they're doing right and share that with other reps to help retain them, versus just telling them to make more calls.”

— **David Stone, Sr. Director, Transportation Management, Ryder**

Ryder used this structure to reduce ramp time from six months to four, creating a faster, more predictable path to productivity. And because Ambition creates a clear log of top performers, Ryder promotes from within more frequently than before.

Collectively, these improvements lead to better overall rep retention at Ryder.

## 3. A culture of recognition and motivation



High-volume sales floors thrive on momentum and energy, but manual contests and inconsistent recognition make it hard to sustain.

These organizations create an environment of healthy competition by using Ambition for:

- Automated competitions that motivate reps around key activities
- Fantasy-style sales games that boost engagement
- Real-time rep recognition that celebrates wins as they happen
- TV-based cultural moments (like leaderboards & accolades) for in-office and hybrid teams

“My favorite part of ambition is the competition it drives amongst the team and the employees. I think it's very healthy and it really adds to the culture of the organization. It allows the reps to self-validate. It allows a rep to know on his or way out the door whether or not they crushed it today.”

— **Luke Saari, VP of Branch Operations, GlobalTranz**

## 4. Strengthen reporting and decision-making with better data

When competitions are running and progress toward goals is visible across the sales floor, reps are incentivized to log activities accurately and maintain clean data. When data is complete and accurate from the ground up, reporting becomes quicker and more accurate, saving time and headaches for managers and higher-ups.

Ambition makes data integrity a shared priority by:

- Making activity data visible to everyone
- Gamifying consistent logging and process adherence
- Helping managers spot discrepancies early

Reinforcing good data behavior through recognition and pacing

Ryder reports stronger data quality across teams because Ambition creates transparency that encourages reps to keep CRM entries accurate and up to date.

Ultimately, clean data fuels better coaching, better forecasting, and better strategic decisions.

## Overall results

Across sales teams in the logistics and transportation industries, Ambition consistently delivers:

- Higher productivity and engagement, led by visibility, consistent coaching, and competition
- Faster onboarding, giving new reps immediate clarity and momentum
- Time savings for managers, who can automate reporting and content creation

Ambition gives metrics-driven revenue teams the structure, insight, and energy they need to compete in a fast-moving, margin-tight market. By turning everyday sales activities into measurable, motivating behaviors—and by empowering managers with data they can actually coach from—Ambition helps companies transform strategy into sustained sales performance.

Ready to learn more? [Get a demo](#)



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### About Ambition

Ambition is where coaching orchestration meets performance at scale, giving frontline sales managers the tools to drive peak performance for their teams. By automating time-consuming tasks like scheduling one-on-ones, identifying coaching opportunities, and reporting on progress toward goals, Ambition frees frontline managers to run more frequent, higher quality coaching conversations that are proven to boost team performance.

The result? Mid-level performers move up, new reps ramp more quickly, and sales leaders have full clarity on potential risks and opportunities. Trusted by world-class companies like ADP and T-Mobile, Ambition empowers frontline managers to activate a high-performance sales culture that drives predictable revenue growth. Learn more at [www.ambition.com](http://www.ambition.com)